

ORDER



Orders
Order / Rev: 68423
Alt Order #: 08889089
Product Desc: DCCC
Estimate: 2237
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: CIA - O

KUCW-TV
Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$800.00	\$680.00
10/29/12	10/29/12	1	\$800.00	\$680.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$800.00	\$680.00	0.00
November 2012	1	\$800.00	\$680.00	0.00
Totals	2	\$1,600.00	\$1,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KUCW-TV	20%	\$1,600.00
Market	100%	\$8,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KTVX	79%	\$6,320.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	1%	\$80.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/26/12	10/26/12	M-F 630p-7p	CM	630p-7p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
THE BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$800.00 0.00															
E 2	KUCW	10/29/12	10/29/12		CM	630p-7p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00

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Advertiser: Democratic Congressional Campaign Co
Product Desc: DCCC
Estimate: 2237

KUCW-TV

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				M-F 630p-7p											
				M-F 630p-7p											
				THE BIG BANG THEORY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$800.00		0.00			
													Totals	2	\$1,600.00